

IN THE CLAIMS

Please cancel claims 1 through 24 without prejudice or disclaimer of the subject matter contained therein and add claims 25 through 48 as shown below.

Change to:

1 - 24. (cancelled)

25. (new) A finance method, comprising:

integrating data from organization transaction databases in accordance with a common schema for an organization with one or more enterprises; and
developing a model that identifies a net contribution of one or more elements of value to an organization share price by category of value where the categories of value are selected from the group consisting of current operation, real options, market sentiment and combinations thereof by using at least a portion of the data.

26. (new) The method of claim 25 where the elements of value are selected from the group consisting of alliances, brands, channels, customers, customer relationships, employees, employee relationships, equipment intellectual property, partnerships, processes, supply chains, vendors, vendor relationships and combinations thereof.

27. (new) The method of claim 25 where developing a model that identifies a net contribution of one or more elements of value to an organization share price value by category of value further comprises:

creating performance indicators for each element of value using at least a portion of the data,

training models of historical and forecast data for one or more aspects of financial performance using said indicators to identify value driver candidates by element of value by enterprise,

analyzing historical and forecast data for one or more aspects of financial performance using induction algorithms and said value driver candidates to identify value drivers and create element impact summaries by enterprise, and

using said element impact summaries to quantify a contribution of each of one or more elements of value to an organization share price value by category of value by enterprise.

28. (new) The method of claim 27 where the aspects of financial performance are selected from the group consisting of revenue, expense, capital change, market value and combinations thereof.

29. (new) The method of claim 27 where the contribution of an element of value to a category of value is the net contribution of the element to the category of value and the other elements of value.

30. (new) The method of claim 25 that further comprises using the organization share price model to complete activities from the group consisting of identifying changes to one or more element value drivers that will optimize one or more aspects of organization financial performance, identifying the impact of value driver changes on one or more aspects of organization financial performance in an interactive manner, reporting organization market and share price value by element of value, reporting organization market and share price value by category of value, identifying a price point for trading organization shares and combinations thereof.

31. (new) The method of claim 25 where organization transaction databases are selected from the group consisting of advanced financial system databases, basic financial system databases, alliance management system databases, brand management system databases, business intelligence system databases, customer relationship management system databases, channel management system databases, estimating system databases, intellectual property management system databases, process management system databases, supply chain management system databases, vendor management system databases, operation management system databases, enterprise resource planning systems (ERP), material requirement planning systems (MRP), quality control system databases, sales management system databases, human resource system databases, accounts receivable system databases, accounts payable system databases, capital asset system databases, inventory system databases, invoicing system databases, payroll system databases, purchasing system databases,

web site system databases, the Internet, external databases, user input and combinations thereof.

32. (new) The method of claim 25 where a transaction is any event that is logged or recorded.

33. (new) A computer readable medium having sequences of instructions stored therein, which when executed cause a processor to perform a learning method, comprising:

integrating data from organization transaction databases in accordance with a common schema for an organization with one or more enterprises; and

quantifying a net impact of each of one or more elements of value on a value of a business where the elements of value are selected from the group consisting of alliances, brands, channels, customers, customer relationships, employees, employee relationships, equipment intellectual property, partnerships, processes, supply chains, vendors, vendor relationships and combinations thereof by learning from at least a portion of the data.

34. (new) The computer readable medium of claim 33 where quantifying a net impact of one or more elements of value on a value of a business further comprises:

creating performance indicators for each element of value using at least a portion of the data,

evolving models of historical and forecast data for one or more aspects of financial performance using said indicators to learn which indicators are value driver candidates by enterprise,

evolving induction models of historical and forecast data for one or more aspects of enterprise financial performance using said candidates to learn which indicators are value driver candidates while creating element impact summaries from said value drivers, and

using said element impact summaries to quantify a contribution of each of one or more elements of value to a value of the business by enterprise.

35. (new) The computer readable medium of claim 34 where the contribution of each of one or more elements of value to a value of a business is segmented by category of value where the categories of value are selected from the group consisting of current operation, real options, market sentiment and combinations thereof.

36. (new) The computer readable medium of claim 34 where the aspects of financial performance are selected from the group consisting of revenue, expense, capital change, market value and combinations thereof.

37. (new) The computer readable medium of claim 34 where genetic algorithms are used to evolve the models.

38. (new) The computer readable medium of claim 33 where learning from the data further comprises activities selected from the group consisting of identifying previously unknown value drivers, identifying previously unknown relationships between elements of value, identifying previously unknown relationships between element value drivers and combinations thereof.

39. (new) The computer readable medium of claim 33 where the impact of an element of value on the value of the business is the net impact of the element on the business and the other elements of value.

40. (new) The computer readable medium of claim 33 where the method further comprises using the net element impact information to support activities from the group consisting of identifying changes to one or more element value drivers that will optimize one or more aspects of organization financial performance, identifying the impact of value driver changes on one or more aspects of organization financial performance in an interactive manner, reporting organization market and share price value by element of value, reporting organization market and share price value by category of value, identifying a price point for trading organization shares and combinations thereof.

41. (new) An element system, comprising.

networked computers each with a processor having circuitry to execute instructions; a storage device available to each processor with sequences of instructions stored therein, which when executed cause the processors to:

use data from organization transaction databases to identify the value of each of one or more elements of value to an organization.

42. (new) The system of claim 41 where the elements of value are selected from the group consisting of alliances, brands, channels, customers, customer relationships, employees, employee relationships, equipment, intellectual property, partnerships, processes, supply chains, vendors, vendor relationships and combinations thereof.

43. (new) The system of claim 41 where an organization is a single product, a group of products, a division, a company, a multi-company corporation or a value chain.

44. (new) The system of claim 41 where organization transaction databases are selected from the group consisting of advanced financial system databases, basic financial system databases, alliance management system databases, brand management system databases, business intelligence system databases, customer relationship management system databases, channel management system databases, estimating system databases, intellectual property management system databases, process management system databases, supply chain management system databases, vendor management system databases, operation management system databases, enterprise resource planning systems (ERP), material requirement planning systems (MRP), quality control system databases, sales management system databases, human resource system databases, accounts receivable system databases, accounts payable system databases, capital asset system databases, inventory system databases, invoicing system databases, payroll system databases, purchasing system databases, web site system databases, the Internet, external databases, user input and combinations thereof.

45. (new) The system of claim 41 where the value of each of one or more elements of value to an organization is segmented by category of value where the categories of value are selected from the group consisting of current operation, real options, market sentiment and combinations thereof and enterprise where an enterprise is a single product, a group of products, a division or a company.

46. (new) The system of claim 41 where a transaction is any event that is logged or recorded.

47. (new) The system of claim 41 where identifying the value of one or more elements of value to an organization further comprises:

creating performance indicators for each element of value using at least a portion of the data,

training models of historical and forecast data for one or more aspects of financial performance using said indicators to identify value driver candidates by element of value by enterprise,

analyzing historical and forecast data for one or more aspects of financial performance using induction algorithms and said value driver candidates to identify value drivers and create element impact summaries by enterprise, and

using said element impact summaries to quantify a contribution of each of one or more elements of value to an organization value by category of value by enterprise.

48. (new) The system of claim 47 where the aspects of financial performance are selected from the group consisting of revenue, expense, capital change, real options, market value and combinations thereof.